

## Message Text

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ACTION COME-00

INFO OCT-01 EA-10 ISO-00 EB-06 RSC-01 /018 W

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R 240906Z OCT 74

FM AMEMBASSY TOKYO

TO SECSTATE WASHDC 5494

UNCLAS TOKYO 13856

E.O. 11652: N/A

TAGS: BEXP, JA

SUBJECT: JAPAN COUNTRY COMMERCIAL PROGRAM 1975 - JULY - SEPTEMBER

REF: STATE 222920

1. EMBASSY'S FIRST PROGRESS REPORT FOR FY 1975 JAPAN CCP IS  
GIVEN BELOW IN TABULAR FORM (INCLUDES OSAKA/KOBE INPUT).

TABLE HEADINGS ARE AS FOLLOWS:

A. CAMPAIGN NUMBER

B. NUMBER AGENT/DISTRIBUTOR/END-USER CALLS

C. NUMBER TRADE OPPORTUNITIES (TO) SUBMITTED

D. TRADE CENTER (TC) SHOWS

(1) NUMBER

(2) 12 MONTHS PROJECTED SALES (IN MILLION DOLS)

E. BETWEEN SHOW PROMOTION (BSP)

(1) NUMBER

2) 12 MONTH PROJECTED SALES (IN MILLION DOLS)

F. NUMBER REPORTS EVALUATING PRODUCT CATEGORY

SUBMITTED. INCLUDES BEST PROSPECTS, CONTRACTED RESEARCH  
CERP, NON-SCHEDULED REPORTS.

G. NUMBER FOREIGN BUYERS GROUPS

(1) NUMBER OF GROUP ORGANIZED

(2) 12 MONTHS PROJECTED SALES (IN MILLION DOLS)

A	B	C	D	E	F	G	
		(1)	(2)	(1)	(2)	(1)	(2)
1	13			2			
2	5		8	2.55	2		
3	7			1			

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R Q Q

T	EW	QWR	QI	QEMU	Q	Q	W
6	9		1				
7	7		3	0.6	1		
8	92	6	14.96	1	0	1	
9	2		5	0.74	1		
10	83	13	19.37	1	0.2	2	
11	17		1	0.2	1		
12	11				3		
13	10		4	2.54	1		
14	3				1		
15	6				1		
16	35		2	0.09	4		
17	0				1		
TOTAL							
207	269	2	14.33	43	20.62	25	1 2

## 2.FOLLOWING ARE OUR COMMENTS BY CAMPAIGN:

## (1) POLLUTION CONTROL:

MAJOR ACTIVITY SCHEDULED MARCH TAPEX '75 TF; EXCEEDED ANNUAL GOAL TO'S, PRODUCT CATEGORY REPORTING.

## (2) EDP: MAJOR ACTIVITY SCHEDULED FEBRUARY '75

TC; EXCEEDED ANNUAL GOAL TO'S, BSP'S, PRODUCT CATEGORY REPORTING.

(3) ELECTRONIC COMPONENTS; MET ANNUAL TARGET PRODUCT CATEGORY REPORTING.

(4) N/C MACHINE TOOLS: MET ANNUAL TARGET PRODUCT CATEGORY REPORTING.

(5) CONSUMER GOODS: MAJOR ACTIVITY SCHEDULED MARCH '75 TC SHOW. HOWEVER, HAVE EXCEEDED ANNUAL EXPORT TARGET OF DOLS EIGHT MILLION BY 18 BSP'S AND ONE FOREIGN BUYERS GROUP (TOTAL PROJECTED SALES DOLS 15.7 MILLION); EXCEEDED ANNUAL TARGET TO'S, BSP'S. IN VIEW INCREASED POTENTIAL EXPORTS U.S. CONSUMER GOODS WE GIVING ADDED EMPHASIS THIS CATEGORY.

(6) TEXTILES: USA TEXTILE PROMOTION COUNCIL (USATEX) USED TC AND AMDO (AMERICAN MERCHANDISE DISPLAY, OSAKA) FOR BSP'S TO LAUNCH THEIR JAPAN TRADE PROMOTION OFFICER; AMBASSADOR HOSTED RECEPTION/FASHION SHOW IN TC.

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(7) ELECTRONIC PRODUCTION & TEST: MAJOR EFFORT JUNE TC SHOW: EXCEEDED ANNUAL TARGET BSP'S.

(8) FLUID POWER: SEPTEMBER TC SHOW ACHIEVED DOLS 4.96 MILLION, SLIGHTLY UNDER ANNUAL DOLS 5 MILLION TARGET; EXCEEDED ANNUAL TARGET BUSINESS CALLS AND BSP'S.

(9) ANALYTICAL TEST: MAJOR EFFORT MAY TC SHOW; FIVE BSP'S TO DATE WITH PROJECTED SALES DOLS 740,000

(10) AUTOMOTIVE PARTS: JULY TC SHOW EXCEEDED ANNUAL EXPORT TARGET OF DOLS 5 MILLION BY DOLS 4.37 MILLION; EXCEEDED ANNUAL TARGET BUSINESS CALLS, PRODUCT CATEGORY REPORTING.

(11) FOOD HANDLING: EXCEEDED ANNUAL TARGET TO'S; MAJOR EFFORT MARCH '75 TC SHOW.

(12) AVIATION: EXCEEDED ANNUAL TARGET TO'S, PRODUCT CATEGORY REPORTING.

(13) PRINTING: ACHIEVED 12 MONTH PROJECTED SALES OF 2.54 MILLION AT FOUR BSP'S; MET ANNUAL TARGET BUSINESS CALLS, AND PRODUCT CATEGORY REPORTING.

(14) INDUSTRIAL SECURITY: MET ANNUAL GOAL FOR PRODUCT CATEGORY REPORTING.

(15) AUTOMATIC ASSEMBLY LINE: ABOUT HALF THE PRODUCTS EXHIBITED IN SEPT. FLUID POWER TC SHOW (CAMPAIGN 8 ABOVE); ACHIEVED MORE THAN HALF ANNUAL TARGET OF TO'S.

(16) BUILDING CONSTRUCTION: EXCEEDED ANNUAL GOAL OF TO'S, PRODUCT CATEGORY REPORTING.

(17) POWER GENERATION: MET ANNUAL TARGET PRODUCT CATEGORY REPORTING.

3. EMBASSY BELIEVES CCP NOT IN EFFECT LONG ENOUGH TO MAKE MEANINGFUL EVALUATION AS TO WHICH CAMPAIGNS MIGHT BE ACCELERATED OR GIVEN LESS EMPHASIS EXCEPT THAT THE PRESENT SEEMS ESPECIALLY OPPORTUNE MOMENT CONCENTRATE MORE HEAVILY ON CAMPAIGN 5, CONSUMER GOODS, WHICH WE SHALL BE DOING DURING NEXT FEW MONTHS.  
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